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Butler Pitch & Putt and Barton Springs Food & Beverage Concessions

Parks and Recreation Department

May 27, 2014

Butler Pitch & Putt: Background

- First option period of the contract expires on August 12, 2014.
 - One (1) five-year option period remains ending 2019
- Staff conducted a compliance and performance review of the contract and met with Contractor to discuss results.
 - FY13 Gross Sales - \$341,000,
 - City commission - \$19,145 or ~6%
 - Contractor is in compliance with contract.
 - Concession facilities need renovation

Butler Pitch & Putt: Current & Proposed

Contractor Proposal

– **New Term:**

- 10 year primary term; three (3) five-year option terms.

– **Increased Revenue to City:**

- Monthly payment of \$2,000, increased by 10%, increase every five years
- Six percent of gross revenue to \$250,000 plus 9% of gross revenue in excess of \$250,000

– **Facility Improvement:**

- Renovate interior and exterior of clubhouse
- Create ADA compliant restroom
- Landscaping budget \$120,000

Butler Pitch & Putt:

Options & Staff Recommendation

Options

- 1) Execute 5-year option period and extend current contract to 2019.
- 2) Execute 5-year option and amend agreement with proposed revenue-sharing and limited site improvements.
- 3) Competitively solicit proposals for substantial investment and long-term commitment for operation, maintenance and renovation of the Butler Pitch & Putt to:
 - Create the highest quality pitch and putt golf experience possible;
 - Meet all City, State and Federal regulations regarding accessibility;
 - Ensure Club House and other facilities meet COA building code regulations;
 - Preserve Club House’s historic architectural elements; and
 - Make certain long-term environmental health of the park.

Recommendation: Option 3

Barton Springs Food & Beverage: Background

- First option period of the expires August 12, 2014
 - One (1) five-year option period remains on contract
- Staff conducted a compliance and performance review of the contract.
 - Contractor is in compliance with contract
 - Gross Revenue: FY13, \$411,262
 - Commission: FY 13, City received \$142,675

Barton Springs Food & Beverage: Background

Compliance and performance review (con't)

- Feedback from Boards
 - Varied and healthier food selection
- City initiative for nutrition and health
 - Healthy and Local Menu/Entree Guidelines for Food Service Operations
 - Local and Sustainable
- Facility Condition
 - Aesthetics
 - Code Compliance
 - Eating area
 - Concession storage

Barton Springs Food & Beverage: Options & Recommendation

Options:

- 1) Execute 5-year option period and extend current contract to 2019.
- 2) Execute 5 year option and amend agreement with changes in menu and site improvement based on Staff recommendation and input.
- 3) Competitively solicit proposals for substantial investment and long-term commitment for operation, maintenance and renovation of the Barton Springs Food and Beverage to:
 - Create the highest quality food and beverage concession experience possible;
 - Meet or exceed City’s Food Service Operation goals for healthy, local and sustainable food service;
 - Ensure café facilities meet COA building code regulations;
 - Integrate concession operations creatively with ongoing park development; and
 - Explore expanding service options for the public (e.g. retail).

Recommendation: Option 3

Next Steps

- Butler Pitch & Putt:
 - Public Input process to solicit concerns and opportunities for the site
 - Site & building improvements
 - Service/operational changes
- Barton Springs Food & Beverage:
 - Public Input process to solicit concerns and opportunities for the site
 - Nutritional/food options
 - Site & building improvements
 - Branding and aesthetics
 - Service/operational changes
 - Planning and other site improvement at Barton Springs
 - Other uses